

# MANAGERS DOING GREAT JOB

**I**N THESE dog days when the country club class of people leave town for their camps in the cool, remote woods, a good part of the job of keeping up club patronage falls on the managers. Each year it seems that smart managers are doing more to attract business to the club during hot, humid days and nights when people aren't desirous of stirring. Part of the success of the patronage drive is accounted for by the stronger appeal made to the younger people, but in spreading out the attraction so the old boys who don't want to go trucking, will come out with their fraus, the managers have been doing grand jobs for the clubs.

Some of the stand-out parties among the numerous lively affairs put on by managers, are described by the club managers responsible.

Robert M. Dorion, manager of the Salem CC, Peabody, Mass., tells about a top feature of Salem's summer entertainment program. Says Dorion:

"During July and August, with their warm delightful evenings, we select a Friday or Saturday evening for our Terrace Party, Lantern party, or, if you will, a Starlight Party.

## Get Portable Dance Floor

"An outdoor dance floor is procured from the local park department with small cost for transportation. This floor is placed on our terrace, and Japanese lanterns are suspended on electric wires from tree to tree, post to pillar. Tables are arranged on the terrace about the dance floor, and plans for the evening's entertainment begun.

"Usually we start with a cocktail party at 4:30 on the lower terrace. Here the ladies and men sit and watch the play at the 18th green while being served cocktails and hors d' oeuvres of the simpler type such as codfish balls, baby sausages, etc. The music is of a wandering minstrel with his accordion. Everyone joins in the singing which of course, is apt to bring out unusual talent.

"Music for dancing, furnished by an orchestra, and a delightful dinner is served; or if it's unusually hot, a buffet table is arranged. Sometime during the evening we have a contest of some sort—a rumba contest, a Viennese waltz con-

test, a bump dance, or some contest popular to the group in attendance. The prize is a bottle of fine champagne—and who wouldn't enjoy winning such a prize?

"Toward the end of the evening our problem of getting the party to break up has begun, and on the way out, just to add a touch of hospitality, we station a waiter at the door to serve hot clam bouillon in demi-tasse cups."

Frank M. Wallace, manager of the inviting Bonnie Briar CC, Larchmont, N. Y., puts across entertainment features that always score well with members and on the monthly statements. He advises:

## Outdoor Eating Appeals

"Two of Bonnie Briar's most successful summer parties have revolved around out-of-door eating, which is natural when one realizes that the appeal of food as such is at its lowest ebb during July and August, and the thought of sitting down at a regulation table with formal napery and silver service is not too stimulating.

"I believe that most managers will agree that buffet type service the year around has become vastly popular these past ten years. At Bonnie Briar this service constitutes the most discussed feature of our food department.

"One of our most popular summer parties was a simple affair which can be effected at scarcely any additional cost over inside cooking. We have a knoll between the clubhouse and the pool, which was lighted with Japanese lanterns, and the tables covered with red checkered cloths and candles in bottles. An Hawaiian orchestra was placed against a background of shrubbery, illuminated with colored baby 'spots,' when not strolling among the diners. The party was, of course, publicized as a tropical affair, and featured a cocktail hour with appropriate drinks, a barbecue steak dinner using thick slices of sirloin cooked over a charcoal fire, along with french-fries and corn on the cob, which, together with tomatoes, salads and an assortment of cheeses and fruits for desserts, made a most attractive buffet arrangement in front of the improvised oven.

"Members of the party enjoyed draught beer with the dinner. The orchestra played for dancing afterwards on the club

# INCREASING SUMMER PATRONAGE

pool deck. The charge for the party was \$2.50 per person, and I can only warn that such an atmosphere is conducive to hearty eating, and seconds and thirds on the beverages.

"A more elaborate affair with calls for active co-operation from committeemen can be evolved from a County Fair Party. The locale has to be quite close to the building and preferably on a piece of level fairway, since the mid-way should be brilliant with electric lights, which have been run off the main board with an emergency cable. The booths and "chance" equipment of course can be had from a local source and should be stocked with food, candy, dolls or liquor in proportion to the types of patronage you expect.

## Sell Membership First

"The food service can either be a pit barbecue, a shore dinner, or a simple affair like I previously described. A small brass band in costume and the originality of the "barkers" in the booths will add to the festive spirit, and make the difference between financial success and just sore throats. Since success depends upon favorable weather conditions and entails a rather substantial outlay in equipment and food preparations, the party should be sold out by subscription before proceeding too far. As one can appreciate, such a type of party will be as long remembered as ingenuity and assistance from the membership is embodied in the program."

The Circus party mentioned by Wallace generally is a sensational success at country clubs, although the weather factor provides nervous moments. A development of this idea was made by Ed Newhart, manager of the Chicago district's distinguished Knollwood club. Mr. Newhart had a world's fair party, in which posters from the New York and San Francisco World's Fairs helped to provide "atmosphere". The circus attractions and gambling booths at which phoney money was used, were staged with considerable class.

The Glen Oak CC (Chicago district) where Wm. F. Sommers is manager, also holds a circus as its top entertainment feature of the summer. Of Glen Oak's summer highlights, Sommers says:

"The Circus is a full-rigged affair di-

rected by professionals and performed by members. This annual event has been a complicated, intensely prepared success. It recommends itself to an organization willing to work hard, have a lot of fun and the satisfaction that comes from a great achievement without any material reward.

"Another headliner of our summer has been our July 4th party. We mailed an announcement and followed up with a card urging reservations for a barbecue at 6:30. Reservations numbered 566. Tables were set, per reservations, on the lawn. Dinner was served from buffet tables in the main dining room, on paper compartment plates. We served barbecued chicken and all the trimmings. Waiters passed the dessert.

"During the trying period of the lineup of nearly 600 persons, considerable merriment was fostered through the cooperative efforts of many humorous members and five competent dispensers of liquid refreshment at a temporary bar nearby.

"At 8:30 Stanley Brauningier of Medinah Athletic Club put on a swimming and diving show in the pool to the accompaniment of organ music and a P. A. system.

## Cleaned Up By Midnight

"The party wound up at the aforesaid temporary bar, before midnight. Thereafter the normal condition of the club was restored, which perhaps is a phase that will interest managers especially. The remains of a big party are not a presentable spectacle the morning after."

A big affair at Lake Shore CC (Chicago district), where Harry Fawcett is manager, is the annual Calcutta dance. This is an affair that booms business in the pro department too. The dinner and dance is held Saturday evening between the two rounds of a two-day 36-hole tournament for members.

The changing pari-mutuel odds as tickets are bought Saturday and provide plenty of fun and excitement. The tickets are paid off promptly after the last four-some finishes Sunday evening. There is no house take on the pari-mutuel. Win, place and show tickets are sold.

Results of the first round are printed

on cards that are passed to the diners. One of Lake Shore's usual attractive announcements heralds the party.

Only members are permitted to purchase the pari-mutuel tickets. Prizes are given to holders of tickets on the first 15 low scoring (net) players, and to the first three low net players.

## Cooperation Must Be Keynote Between Buyer — Seller

By C. Kent Bradley

THE popular slogan, "What helps business, helps you," directly applies to golf course maintenance. We who maintain golf courses are producers. Our commodity is a form of outdoor recreation. By furnishing a need used to advantage by our fellow humans, we greatly justify our business. In turn, the regular golf course supply dealers who supply the greenkeepers' requirements base their claim for support on their steady supply of an advantage.

Let us consider the established dealer fairly. Of what avail would research in new grass strains, fertilization, control of disease, insects, and our own applied knowledge be, if we did not have the tools and materials to procure fine turf? The picture would be no more complete than a properly prepared and sown seed bed without moisture. Therefore, all those steadily in the golf business, have interests in common. To uphold these interests, we need to cooperate. We course superintendents base our ability on years of experience. A man has to learn greenkeeping by sufficient training, and proper knowledge of the numerous phases of turf culture.

Anyone stepping into our field, without these essentials, and calling himself a greenkeeper or like title, would get the horse laugh from us. The amateur would make errors costly to his employers, hurt himself, and to some extent it would reflect on us. And so it is with golf course supply dealers. The dealer we should recognize is the one who has proven his

worth by demonstrating continuous service.

We favor enterprise, and to a reasonable extent, competition. However, we know of the evils of overcrowding any line of endeavor. The main thing that is lowered is the standard of service, since the profit margin has to be lessened in proportion. If we encourage side-line dealers we run the risk in the end of jeopardizing our positions also, and causing our clubs waste of money, in buying things that experienced dealers have found are not best for our needs.

I would hesitate before buying from manufacturers who will sell through anyone. While this may mean chance for more sales, the service is depreciated, if not virtually eliminated. An item may look or sound good in a circular, but field performance is what counts to us. It is safer to deal with reliable, experienced, and long-established firms specializing in our wants. Their line of merchandise is selected not only on the basis of profit on one sale, but in hope of continued patronage. Their concern is our satisfaction. This is good business, and we should encourage it, as it is essential to real business management in course maintenance.

**1-stroke, 1-hole, 1-ball—TWICE**—Probably never before in golfing history have two members of the same foursome each made a hole-in-one on the same hole on the same round. This is what happened on Saturday, June 17, at the Park Hills GC, Altoona, Penn., when Charles McEldowney and M. M. McMahan, members of the Park Hills Club, both made a hole-in-one on the 8th green. Both men used Acushnet Balls in this record play.

Congratulations to Messrs. McEldowney and McMahan and also a few to the Acushnet Process Sales Co.

**Golf Salesmen's Tourney on Aug. 14**—First annual tournament of the Golf Peddlers' Assn. of Ohio will be played at Elyria (O.) CC, Aug. 14. Ohio pros, assistants, golf salesmen, club managers who buy golf merchandise, and newspaper golf writers will constitute the field. There's \$500 pro prize money, and trophies for amateurs. Entry fee of \$2 includes dinner.

Headquarters will be at Graystone Hotel, Elyria. Lloyd Barton, Box 71, Elyria, O., is chairman of the Golf Peddlers' group. Entries should be sent to him.

Capt. Charles Clarke, Willowick GC, Willoughby, O., and prominent pro official, has applied for copyright on an interesting yardage marker. The marker has on it two distances; one the distance from the center of the tee, and the other, the distance to the center of the green.